THE DIARY OF

Lady Luck

the gentle art of selling by suggestion

another Pacemaker
from THE COCA-COLA COMPANY

Dedication

To those who practice
the courtesies upon which
warm hospitality
and extra *sales depend:*
who realize that
there is opportunity
for personal advancement
and a rewarding career
in the food
and fountain business.
In short,
to every "Lady Luck"
. . . everywhere.

MONDAY

Today I have a new name,
so I'm starting a diary to go with it.
Some of my friends call me "Lucky," and "Lady Luck!"
Here's how it all began.
I was a little late serving a customer,
and he made his dissatisfaction known, rather loudly.
He was in a hurry and he was tired of waiting.
I wanted to tell him I was tired, too . . . but I didn't.
Instead, I apologized when I brought his order
. . . *and smiled.* You should have seen
the change that came over him!
He relaxed immediately,
enjoyed his hamburger and Coke
. . . and left with a smile.
Maybe it was luck!
But *I* think *courtesy*
and *basic hospitality*
had a lot more
to do with it!

Hospitality starts with a friendly smile

Customers Appreciate Suggestions

TUESDAY

A busy day!
In the middle of the afternoon,
the man I worked my magic on came back.
This time *he was smiling*, from the very first!
He asked *me to suggest* something!
I was a little flustered, but I remembered
he ordered a hamburger and a Coke the last time,
so this time
I suggested our hamburger platter and a large Coke!
He was delighted! And so was I!

WEDNESDAY

Today I tried suggesting related items
to *all* the customers I waited on,
and in *almost every case*, they took my advice!
I've found out that most customers
are never really certain about what they want to eat.
Selling by suggestion is so easy
and means bigger tickets for the store.
The Manager told me that my check average
almost *doubled*, over yesterday!
I've also noticed that refreshed and satisfied
customers buy more in the store, too.
And they *come back!*
I think I've discovered a new principle, or something!

Satisfied Customers Buy More

THURSDAY

I've found the name for it —
but it isn't new.
What I've been practicing is *Plusmanship!*
You see, when a customer
is served only what he came in to buy,
he hasn't really been *sold* anything.
That's where *I* go into action as a *good hostess,*
suggesting related food items,
trading up, and writing the *big ticket!*
In addition to being profitable for me and the store,
Plusmanship is a lot of fun!
And the customers profit by it, too!
Helps them get what they want,
and didn't *know* they wanted!
Plusmanship for me!

Plusmanship

...makes the extra sale that lies just beyond the customer's original order

FRIDAY

I feel like I'm becoming a real expert
in the gentle art of suggestion selling
. . . or Plusmanship.
Today was the busiest day of all,
and mostly because so many of my old customers
came back. One of them
even calls our fountain the
"personality department,"
and says his daily lunch
with us is a genuine
bright spot in his day.
And that's exactly what
I try to make it for him
and
the rest of my customers.

A refreshing pause in the
"Personality Department"

SATURDAY

Well, I guess I've really earned
my name, "Lady Luck."
Or, rather, *Plusmanship* and I have earned it.
Success in the food and fountain business
is really pretty simple, after all.
It all comes down to two basic principles:
first, think of the customer
on the other side of the counter as . . . you, yourself.
Then you'll remember the many little courtesies
that make for a warm friendly atmosphere
at the fountain . . . *and for added sales!*
Second, practice Plusmanship for all you're worth
. . . make a habit of reaching out for that extra sale
that lies just beyond the customer's original order.
Chances are, you'll get it . . . *and* a bigger tip, too.
(After all, where tipping is the custom,
it comes as a reward for superior service.)

The Customer is really Me!

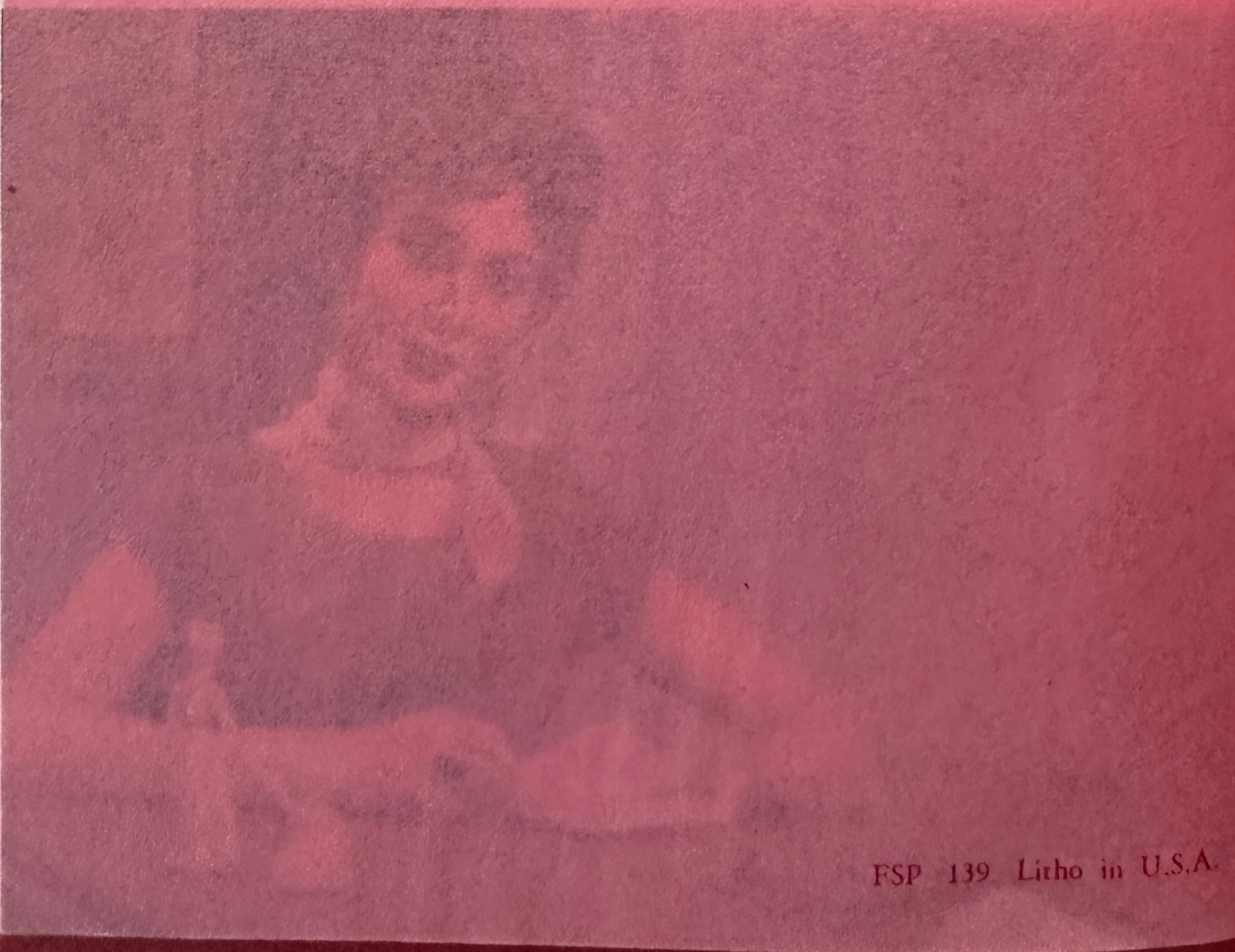
SUNDAY

These past six days have meant a lot to me.
I've found out suggesting related items
when you serve the customer
is simply being a good hostess.
All you need to do is to *suggest*. A bigger ticket
. . . higher volume sales . . . more customer satisfaction
. . . more personal satisfaction for *you*.
Plusmanship brings about *all* these things!
They call me "Lady Luck"— but I know
that 'luck' in the food and fountain business
really comes from doing well, the little things
that spell hospitality as well as profit —
fundamentals that lead to personal advancement.

The future is in your hands.

These past six days have [illegible]
I've found out [illegible]
when you serve [illegible]
is simply being a [illegible]
All you need to do is to [illegible]
. . . higher volume sales . . . [illegible]
. . . more personal [illegible]
Plusmanship brings [illegible]
They call me "Lady [illegible]" [illegible]
that 'luck' in the food and fountain [illegible]
really comes from doing [illegible]
that spell hospitality as well as [illegible]
fundamentals that [illegible]

The future is in your [illegible]



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